



Telephone Scripts for Calling Businesses

Use these scripts to help you in calling businesses.

You: Hi, <<Their Name>>. This is <<Your Name>>. I am a local business owner here in <<Your City>> and I have a quick question. Did I catch you at a good time?

Them: I have a few minutes, go ahead.

You: <<Their Name>>, I am calling other business owners or managers because I've recently developed a partnership with other business professionals around the country. We're working on a project and we're looking for partners. Oh, by the way, <<Their Name>> I am not looking for investors and I am not looking to hire you. This may or may not be something you would be interested in. My question is: "Would you be open to looking at an attractive business venture outside of what you are doing now?"

Them: Like what?

You: Like a secondary source of income?

Them: Maybe, depends what it is.

You: <<Their Name>>, what I'd like to suggest is we get together and show you exactly what we are doing and if you like what you see we can take it to the next step. Is that fair enough?

Them: I'm very busy right now.

You: <<Their Name>>, I can appreciate that. Let me ask you this: "Do you have about 30 minutes sometime next week we can meet face to face to talk?"

Them: Well, what is this all about?

You: The name of the company is Nikken. Have you ever heard of them? <<Their name>>, Nikken is an International R & D company out of California expanding their operations here in North America which is why we are looking for partners.

Them: Well, what do they do?

You: I wish I could explain all of this you over the phone, but it's impossible. It would be like trying to give you a hair cut over the phone - it just wouldn't work. (Note: they usually laugh



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and say, "Well, I guess your right.") So, do you have about 30 minutes we can meet face to face to talk?

Them: Maybe (or "When?")

You: What does your schedule look like for next week or the week after next?

Them: Tuesday would be good for me.

You: Great, that would be good for me also. I look forward to meeting with you. By the way, <<Their name>>, I would also be interested in learning more about your business and what you do. Maybe I can send some business your way.

Note: When you use this script, type it up in large bold copy and have it on a few pages and put these pages on a large piece of foam board, then on an easel and have it right in front of you as you make the calls to keep you on track. Stay in control of the conversation and remember you have the gift to offer them. The only purpose of this call is to get the appointment. Nothing happens until you get the appointment with the prospect.

If you get an answering machine, use this professional message:

Hello, this is <<Your Name>>. I have a business matter I need to discuss with you. Please call me as soon as possible at 222-1234. Again that number is 222-1234 and my name is <<Your Name>>. Thank you.